WHAT IS CLAIMED IS:

1. A waterborne pigmented paper or paperboard coating composition comprising pigment comprising 50% to 100%, by weight of said pigment, calcium carbonate and from 1% to 25%, as dry weight by weight of said pigment, of an aqueous polymeric dispersion comprising

(a) 95-25% by weight, based on the weight of the solids of said aqueous polymeric dispersion, of a first emulsion polymer having an average particle diameter of 150 to 3000 nanometers and

(b) 5-75% by weight, based on the weight of the solids of said aqueous polymeric dispersion, of a second emulsion polymer having an average particle diameter of 40 to 600 nanometers

wherein the ratio of said average particle diameter of said first emulsion polymer to said average particle diameter of said second emulsion polymer is from 1.2 to 60,

wherein at least said first emulsion polymer particles, when dry, contain at least one void, and wherein said first emulsion polymer is prepared in the presence of said second emulsion polymer or said second emulsion polymer is prepared in the presence of said first emulsion polymer.

2. A method for improving the sheet gloss of coated paper or paperboard comprising

forming a waterborne pigmented paper or paperboard coating composition comprising pigment comprising 50% to 100%, by weight of said pigment, calcium carbonate and from 1% to 25%, as dry weight by weight of said pigment, of an aqueous polymeric dispersion comprising

(a) 95-25% by weight, based on the weight of the solids of said aqueous polymeric dispersion, of a first emulsion polymer having an average particle diameter of 150 to 3000 nanometers and

(b) 5-75% by weight, based on the weight of the solids of said aqueous polymeric dispersion, of a second emulsion polymer having an average particle diameter of 40 to 600 nanometers

wherein the ratio of said average particle diameter of said first emulsion polymer to said average particle diameter of said second emulsion polymer is from 1.2 to 60,

wherein at least said first emulsion polymer particles, when dry, contain at least one void, and wherein said first emulsion polymer is prepared in the presence of said second emulsion polymer or said second emulsion polymer is prepared in the presence of said first emulsion polymer;

applying said coating to paper or paperboard;

drying said applied coating at a temperature of 50 C to 100 C; and

optionally, calendering said coated paper or paperboard.